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SIGN 100 FEET LONG BLAZES ON BAYFRONT

54,000 Candle Power Illumines Calvert Display

Lighting Saturday night of the new Calvert sign on the Miami side of Biscayne bay between the Venetian and county causeways was done by W. W. Wachtel, vice president of the Calvert Maryland Distilling Corp., from a dinner table at the Dempsey Vanderbilt hotel, while other officials of the corporation looked on. They were Harvey Hestor, state representative, and Edward D. Turner, Southern divisional manager with headquarters at Columbia, S. C.

The sign is 100 feet long and 35 feet high, of all-steel construction and designed to withstand 75 pounds wind pressure a square foot. Total power of illumination is approximately 54,000 candle power.

In construction, 26 concrete pilings 18 feet long were used, with 75 cubic yards of concrete poured to hold the structure, about 25 tons of structural steel, and one-half ton of sheet steel.

Total of 4,044 lamps were used in equipping the sign, and 1,485 feet of neon tubing with 47 transformers.

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